

APPENDIX

Row	Google Exhibit (ECF No. 894)	Google Description (ECF No. 894)	Expert Use(s) of AP Report: Proposition (Citation)
1	DTX 368	Advertiser Perceptions Slide Deck (2016) - DSP Report, Wave 3: Part of the Programmatic Intelligence Report Portfolio	Ex. 3, Israel Rep. ¶ 587 (n.846) “A survey of advertisers by Advertiser Perceptions indicates that advertisers generally use multiple buy-side tools to purchase display advertising. Between 2017 and 2022, advertiser survey respondents indicated using an average of 2.8 to 4.0 buy-side tools to purchase digital advertising.”
2	DTX 511	Slide Deck - Advertiser Perceptions (Wave 4 2018): Analysis for DoubleClick Bid Manager	Ex. 3, Israel Rep. ¶ 587 (n.846) <i>Id.</i>
3	DTX 555	Email (Apr. 30, 2018) From: D. Steinberger To: A. Shellhammer Cc: K. Mannion, Y. Gupta, G. Bender, B. Leung Subject: Re: SSP Report update Attach: Google Slide Deck - Advertiser Perceptions (Wave 1 2018) SSP Report	N/A
4	DTX 580	Advertiser Perceptions Slide Deck (Aug. 2018) - Google Q2 2018 Syntesis [sic] Report: Analysis of findings from multiple AP studies	N/A
5	DTX 582	Advertiser Perceptions Slide Deck (Aug. 2018) - Google Q2 2018 Synthesis Report	N/A
6	DTX 591	Advertiser Perceptions Slide Deck - SSP Report: Wave 2 Attach: Excel Spreadsheets ¹	Ex. 3, Israel Rep. ¶ 595 (n.856) “Between the second half of 2020 and the first half of 2022, “small”

¹ DTX 591 encompasses twenty-four spreadsheet attachments. All but four include certain of the statistics included in the reports (i.e., the same information, just in table form). The other four, GOOG-AT-MDL-012877230, -231, -232, and -233 include indiscernible regression data.

			publisher survey respondents (with less than 20 million unique monthly visitors) indicated using an average of 4.7 to 6.3 supply-side platforms and “large” publisher survey respondents (with 20 million unique monthly visitors or more) indicated using an average of 5.6 to 7.2 supply-side platforms.”
7	DTX 645	Advertiser Perceptions Slide Deck - DSP Report, Wave 6: Part of the Programmatic Intelligence Report Portfolio	Ex. 3, Israel Rep. ¶ 587 (n.846) See Row 1 <i>supra</i> .
8	DTX 647	Advertiser Perceptions Slide Deck - SSP Report, Wave 4: Part of the Programmatic Intelligence Report Attach: Excel Spreadsheets [sic] ²	N/A
9	DTX 649	Advertiser Perceptions Slide Deck - SSP Report, Wave 3: Part of the Programmatic Intelligence Report Attach: Excel Spreadsheets ³	Ex. 3, Israel Rep. ¶ 595 (n.856) See Row 6 <i>supra</i> .
10	DTX 664	Advertiser Perceptions Slide Deck - 2018 SSP Wave 2 for Google	Ex. 12, Chevalier Rep. Ex. 16 (DTX 2055)
11	DTX 694	Advertiser Perceptions Slide Deck - DSP Report, Wave 5: Part of the Programmatic Intelligence Report Portfolio	Ex. 3, Israel Rep. ¶ 587 (n.846) See Row 1 <i>supra</i> .
12	DTX 735	Email: (June 13, 2019) From: A. Shellhammer To: J Bradbury, K Weichmann, et al.	N/A

² DTX 647 encompasses two spreadsheet attachments. They include certain of the statistics included in the reports (i.e., the same information, just in table form).

³ DTX 649 encompasses nineteen spreadsheet attachments. All but five include certain of the statistics included in the reports (i.e., the same information, just in table form). The other five, GOOG-AT-MDL-010708156, -157, -158, -159, -160, include indiscernible regression data.

		Subject: Advertiser Perceptions SSP Wave 3 Results	
13	DTX 854	Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report Wave 6	<p>(1) Ex. 3, Israel Rep. ¶ 595 (n.856)</p> <p><i>See Row 6 supra.</i></p> <p>(2) Ex. 12, Chevalier Rep. Ex. 16 (DTX 2055)</p>
14	DTX 861	Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report Wave 5	<p>(1) Ex. 3, Israel Rep. ¶ 564 (n.801)</p> <p>“Other sources likewise confirm that header bidding is frequently used by publishers. For example:</p> <p>A survey of publishers by Advertiser Perceptions indicates that, between the first half of 2020 and the first half of 2022, between 65 percent and 76 percent of respondents used header bidding”</p> <p>(2) <i>Id.</i> ¶ 595 (n.856)</p> <p><i>See Row 6 supra.</i></p> <p>(3) <i>Id.</i> ¶ 720 (n.1086); Figure 95</p> <p>“[. . .] Similarly, according to a survey of publishers conducted by Advertiser Perceptions in February 2020, 30 percent of respondents described UPR as having a positive impact on their business, 55 percent described it as having a neutral impact, and only four percent described it as having a negative impact (see Figure 95).”</p> <p>[Figure 95 is a pie chart depicting these percentages.]</p> <p>(4) Ex. 24, Milgrom Rep. ¶¶ 452-53 (n.811)</p>

			<p>“By protecting advertisers from price fishing, UPR also benefited publishers A third-party survey of publishers in February 2020, after the introduction of UFPA with UPR, found that only 4% of respondents described UPR as having a negative impact on their business.”</p> <p>(5) Ex. 23, Chevalier Rep. ¶¶ 103-104 (n.235)</p> <p>“I have reviewed evidence showing that publishers benefited from UPR in several ways Other publishers like the New York Times and The Weather Company, which typically implemented a large number of pricing rules, expressed worry about the consequences of the implementation of UPR for their business. However, a February 2020 Advertiser Perceptions SSP survey showed that, among 150 publisher respondents, only 4 percent of the publishers viewed UPR as having a negative impact on their business, 55 percent reported no change or neutral impact, 30 percent reported a positive impact, and 10 percent responded ‘Don’t Know.’”</p> <p>(6) <i>Id.</i> ¶ 108 (n.244)</p> <p>“The same February 2020 Advertiser Perceptions survey mentioned above in the context of UPR, also had a question about UFPA. It found that 47 percent of publishers reported a positive impact of UFPA on their business, 43 percent reported no change or neutral impact, 4 percent reported a negative impact, and 6 percent reported ‘Don’t Know.’”</p>
15	DTX 898	Email (Feb. 25, 2020)	N/A

		From: S. Sowney To: M. Miller Subject: Re: Quick question: most recent customer survey data? Attach: Google Slide Deck - Advertiser Perceptions (Wave 7 2019) DSP Report	
16	DTX 1038	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 7 2021	(1) Ex. 3, Israel Rep. ¶ 564 (n. 801) <i>See</i> Row 14 (1) <i>supra</i> . (2) <i>Id.</i> ¶ 595 (n.857) “Common non-Google exchanges used by publishers include PubMatic, Magnite, Xandr, and Index Exchange (among others).” (3) Ex. 12, Chevalier Rep. Ex. 16 (DTX 2055)
17	DTX 1044	Advertiser Perceptions Slide Deck - DSP Report: Demand-Side	(1) Ex. 3, Israel Rep. ¶ 587 (n.846) <i>See</i> Row 1 <i>supra</i> . (2) Ex. 24, Milgrom Rep. ¶ 71 (n.82) “Self-competition can occur as a result of multi-homing, in which an advertiser uses multiple DSPs or exchanges to submit bids. [n.82] In a 2021 survey, respondent advertisers and ad agencies (who all spent a minimum of \$1M annually on digital ads) used an average of 3.4 DSPs and planned to use 5.9 DSPs the following year.”
18	DTX 1159	Email (Nov. 16, 2021) From: L. Fisher To: A. Shellhammer CC: M. Vellardito, K. Mannion	N/A

		Subject: Re: Advertiser Perceptions / Google SSP Read-out Attach: Google Slide Deck - Advertiser Perceptions (Wave 8) SSP: Supply-Side Platforms Study	
19	DTX 1181	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 9	(1) Ex. 3, Israel Rep. ¶ 564 (n. 801) <i>See</i> Row 14 (1) <i>supra</i> . (2) <i>Id.</i> ¶ 595 (n.857) <i>See</i> Row 16 (2) <i>supra</i> . (3) Ex. 12, Chevalier Rep. Ex. 16 (DTX 2055)
20	DTX 1184	Advertiser Perceptions Slide Deck - DSP Report: Demand-Side Platforms: Wave 12	Ex. 3, Israel Rep. ¶ 587 (n.846) <i>See</i> Row 1 <i>supra</i> .
21	DTX 1223	Email (Feb. 17, 2022) From: M.w Vellardito To: K. Mannion CC: M. Thornton, S. Geremia, S. Downey Subject: Re: Advertiser Perceptions DSP Report for Google Attach: Google Slide Deck (2H 2021) - DSP Report, Wave 11, Demand-Side Platforms Wave 11 2H 2021	N/A
22	DTX 2055	Chevalier Report Exhibit 16: SUMMARY OF ADVERTISER PERCEPTIONS SURVEY ADDRESSING SSP PERFORMANCE CONDUCTED BY BRAND 2018 – 2022	